

WBNS-TV, Inc. **DEPT L-1133** COLUMBUS, OH 43260-1133

**GMMB** 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Contract #

Schedule Dates 10/23/12-10/29/12 Advertiser

Obama for America (6765) GMMB (4408)

103087

Agency Product Political/Candidate (1161)

Brand political candidate (1775)

Salesperson Philadelphia Office, Philly (1680) Sales Office Eagle Television/Philadelphia Office

KAUFMA, MEREDITH

Phone/Fax

CPE National/Political

**Account Types** Billing Type

Date:

Comments

Buyer Name

95/101/1904/SKED C

Standard

OBAMA/P/D SKED C OBAMA FOR AMERICA SKED C **Date Entered** 

10/01/12 Last Modified 10/01/12 Kathy Sparks **Entered By** 

No CO-OP

ECR07909311 Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Date:

Comments:

Commission \$11,790.00

\$66,810.00

**Net Total** Sales Tax Grand Total: \$78,600.00 49

<u>Spots</u>

41

<u>Rate</u>

\$64,400.00

\$14,200.00

WBNS-TV (WBNS)

By Broadcast Month

Oct. 2012

Nov. 2012

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5A- 5:55A (EST)	1	х		1	1	!	1	1	\$B00.00	\$B00.00	WBNS-TV (WBNS)	5A NEWS	10/1/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:57A- 7A (EST)	1		Х	Χ '	x !	X <sup>I</sup>	1	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	6A NEWS	10/1/12
	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7A- BA (EST)	2		Х	X	X :	х	1	2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	CBS THIS MORNING AT	10/1/12
4.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	BA- B:55A (EST)	2		Х	X	X	X .		2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT BAM	10/1/12
5.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	4:5BA- 6:56A (EST)	1			1		,	x ¦	1	\$400.00	\$400.00	WBNS-TV (WBNS)	SAT AM NEWS	10/1/12
6.0	Normal Line / SPOT	10/2B/12-10/2B/12	3	:30	B:5BA- 10:30A (EST)	1				:		'x	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS SUNDAY MORNING	10/1/12
7.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	B:5BA- 9:55A (EST)	2		Х	Х,	Х,	X	:	2	\$B00.00	\$1,600.00	WBNS-TV (WBNS)	KELLY	10/1/12
B.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9:58A- 10:55A (EST)	4		Х	Χ.	x	X		4	\$B00.00	\$3,200.00	WBNS-TV (WBNS)	DEAL	10/1/12
9.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10:58A- 11:57A (EST)	3		. X	X	Χ.	Х	1	3	\$B00.00	\$2,400.00	WBNS-TV (WBNS)	TPIR	10/1/12
10.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:5BA- 12:30P (EST)	3		. X	Χ,	X :	Х		3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
11.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:30P- 2P (EST)	3		. X	x :	X	Х	!	3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	SOAPS	10/1/12
12.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	2P- 3P (EST)	3		. Х	X	x¦	Х		3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	THE TALK	10/1/12
13.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3P- 3:55P (EST)	3		X	Χ.	Х	x ¦		3	\$B00.00	\$2,400.00	WBNS-TV (WBNS)	PHIL	10/1/12
	1	3.000		i	CON	FIF	RM	AT	10	N (	20	NT	RAC					

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is herby rejected."

Accepted-Station:

Accepted-Agency/Advertiser:



WBNS-TV, Inc. DEPT L-1133 COLUMBUS, OH 43260-1133

DEPT L-1133 COLUMBUS, OH 43260-113

GMMB 1010 Wisconsin Avenue Suite 800 Washington, DC 20007 Contract # 103087
Schedule Dates 10/23/12-10/2

 Schedule Dates
 10/23/12-10/29/12

 Advertiser
 Obama for America (6765)

 Agency
 GMMB (4408)

Product Political/Candidate (1161)

Brand political candidate (1775)

Brand political candidate (1775)
Salesperson Philadelphia Office, Philly

Philadelphia Office, Philly (1680)

Eagle Television/Philadelphia Office

KAUFMA, MEREDITH

Phone/Fax /

Sales Office

**Buyer Name** 

CPE 95/101/1904/SKED C
Account Types National/Political

Billing Type Standard

Comments OBAMA/P/D SKED C
OBAMA FOR AMERICA SKED C

Date Entered 10/01/12
Last Modified 10/01/12
Entered By Kathy Sparks

CO-OP NO

Headline # ECR07909311

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$11,790.00

Net Total \$66,810.00

Sales Tax

 WBNS-TV (WBNS)

 By Broadcast Month
 Spots
 Rate

 Oct. 2012
 41
 \$64,400.00

 Nov. 2012
 8
 \$14,200.00

 Grand Total:
 49
 \$78,600.00

e / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We :	Th F	r S	a Su	Spots	Rate	Total	Station	Comments	Entered
/ SPOT	10/23/12-10/26/12	3	:30	3:58P- 5P (EST)	3		X	x :	χ¦Σ	(	1	3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	oz	10/1/12
/ SPOT	10/23/12-10/26/12	3	:30	6:58P- 7:30P (EST)	3		Х	Х	X >	(	-	3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	JEOPARDY	10/1/12
/ SPOT	10/23/12-10/26/12	3	:30	7:30P- 7:57P (EST)	3		Х	X :	x >	(		3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	WHEEL	10/1/12
/ SPOT	10/29/12-10/29/12	3	:30	9P- 10P (EST)	1	х					į	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	2 BROKE GIRLS/MIKE	10/1/12
/ SPOT	10/26/12-10/26/12	3	:30	7:57P- 9P (EST)	1				>	( ;	1	1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	CSI NY	10/1/12
/ SPOT	10/28/12-10/28/12	3	:30	8P- 9P (EST)	1					1	X	1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	AMAZING RACE	10/1/12
/ SPOT	10/28/12-10/28/12	3	:30	9P- 10P (EST)	1						χ	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	GOOD WIFE	10/1/12
/ SPOT	10/23/12-10/26/12	3	:30	11:35P- 12:37A (EST)	1		Х	Х	X X	(	1	1	\$800.00	\$800.00	WBNS-TV (WBNS)	LETTERMAN	10/1/12
/ SPOT	10/29/12-10/29/12	3	:30	8A- 8:55A (EST)	1	х				-	1	1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/1/12
/ SPOT	10/29/12-10/29/12	3	:30	8:58A- 9:55A (EST)	1	х		:				1	\$800.00	\$800.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/1/12
/ SPOT	10/29/12-10/29/12	3	:30	11:58A- 12:30P (EST)	1	Х		-	:		ı	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	NOON NEWS	10/1/12
/ SPOT	10/29/12-10/29/12	3	:30	2P- 3P (EST)	1	х		i		:	:	1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE TALK	10/1/12
/ SPOT	10/29/12-10/29/12	3	:30	3:58P- 5P (EST)	1	х		-				1	\$800.00	\$800.00	WBNS-TV (WBNS)	DR OZ	10/1/12
/ SPOT		10/29/12-10/29/12	10/29/12-10/29/12 3	10/29/12-10/29/12 3 :30									10/29/12-10/29/12 3 :30 3:58P-5P (EST) 1 X 1				3 1502572 30 2572 3

CONFIRMATION CONTRACT													
Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:									

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B/E Bookend P/B Piggy Back

Printed At: 12:54 PM on Monday, October 1 2012



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**GMMB** 1010 Wisconsin Avenue Suite 800 Washington, DC 20007

Contract # Schedule Dates

**Advertiser** 

Agency Product

Brand Salesperson Sales Office

Buyer Name Phone/Fax CPE

**Account Types Billing Type** Comments

103087

10/23/12-10/29/12 Obama for America (6765)

GMMB (4408)

Political/Candidate (1161) political candidate (1775)

Philadelphia Office, Philly (1680) Eagle Television/Philadelphia Office

KAUFMA, MEREDITH

National/Political

95/101/1904/SKED C

Standard OBAMA/P/D SKED C OBAMA FOR AMERICA SKED C Date Entered Last Modified

10/01/12 10/01/12

Kathy Sparks **Entered By** 

No CO-OP ECR07909311

Headline # Demo

Order Type Normal

Package Deal

Commission

Commission % 15.00

\$11,790.00 Net Total \$66,810.00

Sales Tax

WBNS-TV (WBNS) By Broadcast Month Oct. 2012 Nov. 2012	<u>Spots</u> 41 8	<u>Rate</u> \$64,400.00 \$14,200.00
Grand Total:	49	\$78,600.00
L		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SP	W	Мо	Tu	We 1	īh F	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
	Normal Line / SPOT	10/29/12-10/29/12	3		7:30P- 7:57P (EST)		1	х						1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	WHEEL OF FORTUNE	10/1/12
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Accepted	d-Agency/Advertiser:			Date:	Acce	Accepted-Station:									Date:	Comments:			
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